Design brief template

Project name:

Client's name:

Designer's name:

Project overview and scope

What is this project about and what its purpose?

Project goals and objectives

What will success look like for this project?

Company and brand overview

Who is the client? What does their company sell or provide?

- How big is the company and its market?
- What makes the company unique?
- What's their mission and vision?

Target audience

List key pieces of information about the target audience as it pertains to this project.

- Persona documentation
- Demographics
- Age, gender, location, etc…
- Psychographics
- Social media of choice
- Hobbies
- Habits

- Pain points

Milestones and schedule

Define as many milestones as applicable. Don't forget to include details on the client's feedback schedule.

Milestone 1:

Goal:

Timeline/deadline:

Client feedback due:

Deliverable:

Cost:

Milestone 2:

Goal:

Timeline/deadline:

Client feedback due:

Deliverable:

Cost:

Budget

Include overall project coast, hourly cost or a menu of cost per task or milestone

Deliverables

What deliverables should the client expect at the completion of the project or each milestone?

Stakeholders and review process

Who are the stakeholders? What is the design review process like? What is expected of the client in this process?